

**Abstract of the Disclosure**

In a continual and integrated approach to Internet banner display rights, a party acquires long-term banner display rights on published web sites of other entities, in a manner so as to ensure full and continual control over the content, look and functionality of the acquired banner space. A variety of different forms of compensation can be provided to the entities which publish the web sites, in exchange for the acquisition of the banner space. The Internet banner is multifunctional, utilizing menus, links and similar user interface items, to operate as a portal to a variety of informational content and services, such as e-commerce, search engines, and the like. These services might be provided by the party which owns the banner space, or by third parties. The banners which appear in the spaces acquired from multiple publishing sites are organized into a networked system, to provide users with integrated and consistent access to the available services. The entity which provides the content and services through the banners can enter into arrangements with end users, to provide incentives for users to access the banners as well as enhance the users' experience.